

Breakout Group: Communications & Media

## RI Summit: Healthy Living & Active Living Collaborative

### Breakout Group: *Communication & Media*

Please **rank** (1-4) according to priority with 1 being your top priority.

- \_\_\_ 1.) Increase the number of obesity prevention partners who use consistent messages about obesity, related risk factors, and obesity prevention programs, policies, and environmental changes in educational and promotional materials, media activities, and other intervention activities.
- \_\_\_ 2.) Increase the amount of quality media coverage of obesity, related risk factors, and obesity prevention programs, policies, and environmental changes.
- \_\_\_ 3.) Increase the number of communication systems that allow obesity prevention partners to share information about obesity, related risk factors, and obesity prevention programs, policies and environmental changes.
- \_\_\_ 4.) Launch a statewide media campaign to promote healthy eating and active living.

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**Topic Area:** *Communications & Media*

*1.) Increase the number of obesity prevention partners who use consistent messages about obesity, related risk factors, and obesity prevention programs, policies, and environmental changes in educational and promotional materials, media activities, and other intervention activities.*

### **Example Strategies:**

- 1.) Develop, test, disseminate and promote consistent overarching messages around obesity and related risk factors age.
- 2.) Develop and disseminate an annual report of obesity prevention obesity prevention programs, policies and environmental changes in the state..
- 3.) Provide training on the variety of communication channels available for reaching audiences with messages

### **Additional Strategies:**

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*2.) Increase the amount of quality media coverage of obesity, related risk factors, and obesity prevention programs, policies, and environmental changes.*

### **Example Strategies:**

- 1.) Conduct an assessment of media coverage of obesity, related risk factors, and obesity prevention programs, policies, and environmental changes:
  - Monitor media calls and stories.
  - Define criteria for “quality” media coverage.
- 2.) Develop and maintain partnerships with the media:
  - Develop, distribute, and maintain a media contact list.
  - Conduct reporter briefings or backgrounders with select journalists.
  - Attend regional board meetings.
  - Assemble media advisory group.
  - Conduct community forums to engage the media and community partners in obesity issues.
  - Recognize outstanding state and local media partners annually..
- 3.) Develop resources for the media:
  - Develop series of media fact sheets on obesity, related risk factors, and obesity prevention programs, policies and environmental changes.
  - Develop and distribute quarterly newsletter for journalists via a listserv.
  - Develop and maintain media resource page (e-media kit) on the website.
  - Develop, distribute and maintain a calendar of observances, events, and seasonal and regular mailings for obesity, related risk factors, and related chronic diseases.
  - Develop and distribute evergreen stories.
- 4.) Create speakers bureau of media advocates:
  - Conduct media advocacy and spokesperson trainings.
  - Conduct media tools (press release, letter to the editor, etc.) training.
  - Recognize outstanding advocates annually.
- 5.) Develop a statewide media campaign around healthy eating and active living.

### **Additional Strategies:**

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*3.) Increase the number of communication systems that allow obesity prevention partners to share information about obesity, related risk factors, and obesity prevention programs, policies and environmental changes.*

### **Example Strategies:**

- 1.) Develop, maintain and promote an obesity prevention website including the following components: Information on obesity and related risk factors; tailored resources and links for worksites, communities, healthcare professionals, schools/childcare, media and the general public; and a forum for IHW and partners to provide information and promote their past and current activities
- 2.) Develop, maintain and promote an obesity partners listserv.
- 3.) Develop and disseminate a monthly obesity e-newsletter.
- 4.) Develop and maintain a clearinghouse for obesity prevention information and resources.
- 5.) Develop, maintain and promote a searchable web-based, state-wide directory of community programs and resources in obesity prevention, physical activity, breastfeeding and nutrition.

### **Additional Strategies:**

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4.) *Launch a statewide media campaign to promote healthy eating and active living.*

### **Example Strategies:**

- 1.) Advocate for broadcasters to provide time for messages that encourage weight management through a healthy diet and physical activity.
- 2.) Provide media with clear and consistent messages about obesity prevention and targeted behaviors (i.e., energy balance, nutrition, physical activity, screen time and breastfeeding).
- 3.) Partner with NECON to develop and implement a Healthy Weight Icon to appear on food containers, food labels, menus, vending machines, supermarket items, TV and print ads.

### **Additional Strategies:**

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